



Statewide Transportation Coordination Meeting 2015

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Encouraging Mode Shift

MassRIDES = Statewide Travel Options Program

- ▶ **Mission:**
 - Reduce Traffic Congestion
 - Reduce emissions / improve air quality

- ▶ **How We Accomplish This:**
 - Work With Employers
 - Outreach / Worksite Services
(marketing, posters, tax info, other tools & resources)
 - Emergency Ride Home Program (for employees only)
 - Ride-matching (NuRide) and rewards program

MassRIDES Outreach

- ▶ Commute Options Programs
 - ▶ Marketing . newsletters, orientations
 - ▶ Emergency Ride Home
 - ▶ Onsite events
 - ▶ Preferential parking
 - ▶ Bike racks, showers, lockers
 - ▶ Transit passes available
 - ▶ Monthly promotions
 - ▶ Transit, vanpool subsidies
 - ▶ Formal telework, CWW
 - ▶ Pre-tax benefits
 - ▶ Shuttle, carshare
 - ▶ Incentives



Policies & Initiatives



- ▶ Reduce Green House Gas emissions
- ▶ Reduce drive-alone trips
- ▶ Active transportation choices
- ▶ Increase bicycle and pedestrian travel
- ▶ Sustainable transportation practices



Special Promotions



MASSACHUSETTS **2012**
Car-Free Week



MassRIDES Programs

► Online Ride Matching

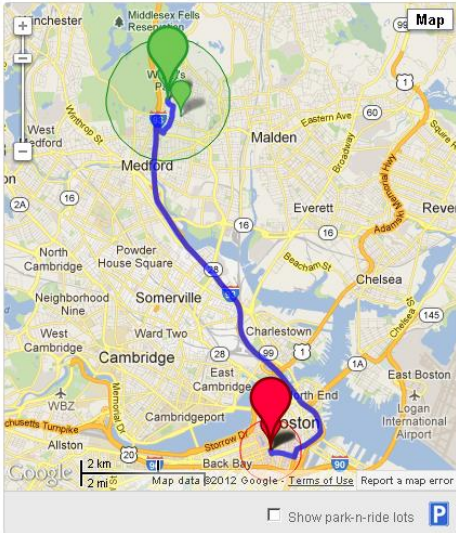
A Who live within: ~ 1 mile of 29 Draper St, Medford, MA 02155, USA

B Who commute within: ~ 1/2 mile of 10 Park Plaza, Boston, MA 02116, USA

2 matches

Who will consider:

- ☒ Ridesharing
- ☐ Biking (show trails)
- ☐ Walking
- ☒ Taking transit (e.g. bus, rail, or ferry)
- ☐ Who are on the way
- ☐ Who don't smoke
- ☐ Who are female
- ☐ Who are on my buddy list
- ☐ Affiliated with: [URS Corp](#)
- ☐ Who also speak: Spanish
- ☐ Who've been active: In the last year
- ☐ With NuRider name:
- ☐ Who leave home at: 7:00 am and start return trip at: 5:00 pm +/- 30 min



► Carpooling

- Bike/Walk
- Park & Ride Lots
- Vanpooling

► Home/work location

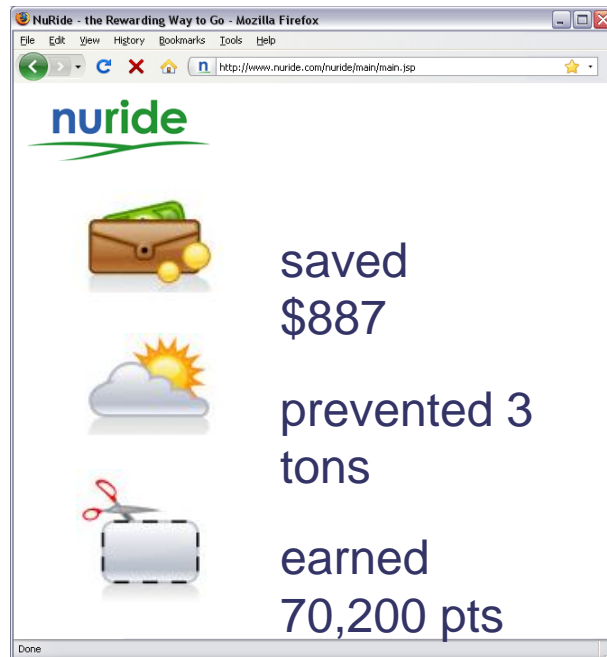
► Hours

► Preferences

► Commuters determine arrangements and details

MassRIDES Programs

► NuRide Incentives



- Get Rewards for Greener Trips
- Trip Calendar
- Earn Points . Redeem Rewards



Peapod



- Earn Points . Redeem Rewards

NuRide



► Green trips include



carpooling and
vanpooling



taking public
transportation



walking, biking,
telecommuting, and
working a
compressed week



nuride

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